

PDX-101 Questions Pass on Your First Attempt Dumps for Salesforce Certified Pardot Specialist Certified [Q145-Q165]



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PDX-101 Practice Test Pdf Exam Material

Salesforce PDX-101 Exam Syllabus Topics:

TopicDetailsTopic 1- Choosing an Automation Tool- Building an Engagement Program- HML and Advanced Dynamic Content
Topic 2- Email Marketing, Templates,Reports- Lead QualificationTopic 3- Personalization and Email Marketing- Segmentation
Rules- Users and User GroupsTopic 4- Custom Redirect Reports- Visitors and Prospects- Completion ActionsTopic 5-
Pardot Salesforce Relationship- Engagement Program Reports- Salesforce CampaignsTopic 6- Salesforce Integration-
Learner Expectations- Course Case StudyTopic 7- Forms and Landing Page Reports- Forms and Landing Pages- Pardot
Dashboard

NEW QUESTION 145

Form or Form Handler? I want to use progressive profiling to personalize my form.

* Form Handler

* Form

NEW QUESTION 146

How do you use an automation rule to opt out prospects?

- * Change prospect field value: 'Do Not Email' to 'Do Not Email'
- * You can't use an automation rule to opt-out prospects.
- * Change prospect field value to Opt-out

NEW QUESTION 147

What type of fields are not supported by the Pardot sync?

- * Record Type fields
- * Formula fields
- * Number fields
- * Geolocation fields
- * Text Area (rich) fields

For More Info Refer These links:

<http://help.pardot.com/customer/portal/articles/2127364-mapping-salesforce-and-pardot-custom-fields>

https://help.salesforce.com/articleView?id=Why-is-my-field-not-syncing&language=en_US&type=1

NEW QUESTION 148

Which scenario would convert an anonymous visitor into an identified prospect?

- * Creating a Lead in Salesforce which syncs to Pardot as a new prospect record
- * Scanning the badge of someone who visited a booth at a recent event
- * Submitting a Web2Lead form that is linked to Pardot via a form handler
- * Opening email sent by a sales rep using the Send Pardot Email functionality in Salesforce

NEW QUESTION 149

Which two actions can cause an anonymous visitor to convert into an identified prospect? (Choose two answers.)

- * Submitting a form on a landing page.
- * Matching an automation rule.
- * Viewing more than one web page.
- * Clicking on a tracked link in an email.

NEW QUESTION 150

What must happen in order for a newly created lead record in Salesforce to be created in Pardot immediately? (Choose two answers.)

- * Salesforce connector has sync all setting turned on
- * Lead record has a prospect ID at the time of creation
- * Lead record has an email address at the time of creation
- * Salesforce connector set to automatically create prospects

NEW QUESTION 151

Arrange these events in sequence:

- A . The visitor is now a prospect.
 - B . A visitor submits a conversion form
 - C . A cookie is applied
 - D . The prospect's activity history is available to view in Pardot
 - E . Visitors access your company website
- * E C B A D
 - * E B A D C
 - * C B A D E
 - * A D E C B

NEW QUESTION 152

A project is on day 3 of a step with a designated wait time of 5 days. The engagement studio program is then paused for 1 day and restarted.

If the wait time for the step remain at 5 days, what day of the designated 5 days of wait time would the prospect be on when the program is restarted?

- * Day 4
- * Day 3
- * Day 0
- * Day 5

NEW QUESTION 153

How can you ensure your email doesn't get stuck in spam?

- * Create clear calls-to-action
- * Create mobile-friendly version of the email
- * Create a text version of the email
- * Remove the unsubscribe from the email
- * Add domain keys and SPF
- * create a text version

* avoid spammy words in the email copy

* Check image to text ratio

* Add domain keys and SPF

NEW QUESTION 154

You want to export a list of prospects, but you only need the default fields. What can you use?

- * Use the Simple Export option
- * Use the Express Export option
- * Copy and paste the information from the Prospect table into Excel.

- * You have to export all the fields. Pardot doesn't allow you to choose only the default fields.
- An Express Export includes all default prospect fields, scores, and grades but does not include custom fields.

NEW QUESTION 155

When should an automation rule be used instead of a segmentation rule?

- * To perform the action to only apply once for prospects that match the rule.
- * To perform the action to be based on criteria.
- * To have the action retroactively apply to prospects that match the rule.
- * To perform the action to apply continuously for prospects that match the rule.

NEW QUESTION 156

A user needs to be able to import and export lists. What user role do you give them?

- * Marketing
- * Sales Manager
- * Sales
- * None of the above

NEW QUESTION 157

The 'New Customers' engagement program has the 'Customers' recipient list and the 'Partners' suppression list added in the program's setup.

If a prospect is on both lists, what should an Administrator expect to happen?

- * The prospect will get none of the emails, but the actions will still trigger.
- * The prospect will get none of the emails.
- * The prospect will get all of the emails once.
- * The prospect will get all of the emails twice.

NEW QUESTION 158

Which is NOT a way to assign a custom role to a user?

- * Edit an existing Default Role, and it will automatically convert to a Custom Role.
- * Assign new users to a previously created Custom Roles during the import process.
- * Add a batch of existing users to a Custom Role using table actions
- * Add a user to a Custom Role directly from their User Record.

NEW QUESTION 159

What happens to wait when a user paused an engagement studio and the prospect still has time remaining on the wait period.

- * The wait time is paused and the prospect will finish the remaining wait time when the program resumes and process to next step.
- * The wait time continues to process and the prospect will immediately process to next step once the remaining wait time is fulfilled.
- * The wait time is paused and the prospect will immediately process to next step when program resumes.
- * The wait time continues to process and the prospect will immediately process to next step when program resumes.

NEW QUESTION 160

What information is required when creating a prospect manually?

- * Campaign, Company, Email, Score
- * Account, Email, Profile, Score
- * Campaign, Email, Full Name, Profile
- * Campaign, Email, Profile, Score

Create Prospect

First Name

Last Name

Email*

Company

Account No account

Website

Campaign*

Profile*

Assign To

Notes

Score*

NEW QUESTION 161

What does the Data.com connector allow you to do?

- * Sync all your prospects to Salesforce
- * Connect with your meeting software
- * Quickly jump into the Data.com results for a prospect or their company

NEW QUESTION 162

In Salesforce, Contacts are deleted if an Opportunity hasn't been closed in 180 days. As a result, the corresponding prospects are marked as `[[crm_deleted]]` in Pardot. If the Request a Demo form is completed after that 180 day period, the prospect should be recreated as a Lead.

What automation tool should be used to solve this need?

- * Engagement studio
- * Segmentation rule
- * Automation rule
- * Dynamic list

NEW QUESTION 163

What is a good default sales ready lead score?

- * 75
- * 50
- * 200
- * 100

NEW QUESTION 164

Form or Form Handler? I need to maintain my current lead flow.

- * Form
- * Form Handler

NEW QUESTION 165

What is the function of the Monthly Cohort Report?

- * To show graphically all prospects and opportunities created within the time period designated.
- * To show how many prospects have been created based on the most popular campaigns.
- * To show how many prospects have been sent to Salesforce within the time period designated.
- * To show how many opportunities are linked with prospects.

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